

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37788  
**Alt Order #:** 08889999  
**Product Desc:** Issue  
**Estimate:** 2280  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Senate Majority PAC  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	6	\$16,100.00	\$13,685.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	6	\$16,100.00	\$13,685.00	0.00
<b>Totals</b>	<b>6</b>	<b>\$16,100.00</b>	<b>\$13,685.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KLAS	30%	\$16,100.00
Market	100%	\$53,666.67

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$13,416.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,683.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/30/12	11/05/12	Live w/Kelly Live w/Kelly	CM	9-10a	MTWTF--	:30	1	\$1,900.00	LV1	0.00	NM	1	\$1,900.00
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$1,900.00		0.00			
E 5	8	10/30/12	11/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00

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Advertiser: Senate Majority PAC  
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Estimate: 2280  
KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$2,500.00		0.00			
E 6	8	10/30/12	11/05/12	CBS This Morning 7-9a CM	7-9a	MTWTF--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				CBS This Morning										
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$3,000.00		0.00			
E 7	8	10/30/12	11/05/12	8 News Now 5-630p M-F CM	5-630p	MTWTF--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				8 News Now 5-630p M-F										
8 NEWS NOW ROTATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$3,000.00		0.00			
N 8	8	10/30/12	11/05/12	8 News Now 5a M-F CM	5-6a	MTWTF--	:30	1	\$2,850.00	LV1	0.00	NM	1	\$2,850.00
				8 News Now 5a M-F										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$2,850.00		0.00			
N 9	8	10/30/12	11/05/12	8 News Now 6a M-F CM	6-7a	MTWTF--	:30	1	\$2,850.00	LV1	0.00	NM	1	\$2,850.00
				8 News Now 6a M-F										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$2,850.00		0.00			
												Totals	6	\$16,100.00